

DEPARTMENT OF ALCOHOL AND DRUG PROGRAMS

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CALIFORNIA ANNOUNCES FEDERAL FUNDING TO TARGET BINGE DRINKING

SACRAMENTO - The Department of Alcohol and Drug Programs (ADP) today announced that 13 California counties will share \$10.2 million over three years to reduce binge drinking in their communities.

"Binge drinking is a serious issue for our youth," said Kathryn Jett, director of ADP. "This new funding will assist us in developing prevention programs."

California was awarded a State Incentive Grant in 2003 from the U.S. Department of Health & Human Services, Center for Substance Abuse Prevention (CSAP) to strengthen alcohol and other drug prevention services. ADP will administer the grant in conjunction with the Governor's Prevention Advisory Council, a coalition of 12 state agencies with an interest in preventing alcohol and other drug-related problems.

The state will distribute, over a three-year period, annual grants to counties to support local prevention efforts, with a particular focus on binge drinking among 12-25 year olds and its impact on communities. In the first year of awards, 13 counties were selected in a competitive process to receive funding: Alameda, Humboldt, Marin, Mendocino, Mono, Orange, Sacramento, San Diego, Santa Barbara, Santa Cruz, Sonoma, Stanislaus and Ventura.

"Binge drinking is a community problem that affects us all and will only be solved at the local level by working together to make a change in the way that society views binge drinking by our youth," said Jett. "These funds will help communities develop effective strategies to reduce binge drinking, particularly on college campuses."

Several counties, including Alameda, Humboldt and Orange, will target college-aged students. San Diego County will expand its current Underage Drinking Initiative focusing on the border and targeting the military and students. Marin County will address underage drinking among youth aged 12-17, and Mono County will address the community and parents by encouraging a shift in thinking about alcohol use.

An estimated 5.5 million adults in California are binge drinkers, which is defined as men who drink five or more drinks or women who drink four or more drinks in a row. According to the recently released California 10th Biennial Student Survey, 23 percent of 11th graders had engaged in binge drinking in the last month. The effects of binge drinking on youth are considerable and can result in violence, injury and even death.

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Alameda County

This project will focus on students between the ages of 18 and 25 who attend either the University of California Berkeley or California State University Hayward and their surrounding communities. Alameda's SIG effort will be coordinated through a community partnership that has been in existence for over a year and meets monthly. Among the participants are the East Bay Youth Center, Filipinos for Affirmative Action, the Davis Street Community Center and the Alameda County Behavioral Health Care Services.

Humboldt County

Humboldt County has the highest rate of binge drinking in California, as well as high rates of alcohol and drug related deaths. The Humboldt County's community partnership intends to involve community leaders such as the Fortuna Police Department, Eureka City Schools, and Humboldt State University to address these problems as well as a permissive attitude towards underage alcohol use.

Marin County

The focus of Marin county's SIG project will be to address disproportionately high levels of binge drinking among youth aged 12-17, as well as related community problems, including sexual violence, driving under the influence of alcohol, and juvenile crime. The Marin AOD Prevention Collaborative will serve as the Community Partnership for the grant, and will focus on issues of accessibility and availability of alcohol in addition to the community violence problems. This collaborative, which includes The Marin Institute, Huckleberry Youth Programs, and the Marin County Office of Education, has recently completed a five-year strategic plan on preventing alcohol and drug problems. New collaborative partners include the College of Marin, Dominican University, the Twin Cities Police Authority, Community Violence Solutions, and the Healthy Marin Partnership.

Mendocino County

Mendocino County will focus their prevention efforts in three communities located near Mendocino college campuses at Ukiah, Fort Bragg, and Willits. The Mendocino County Safe Teens and Twenties (STAT) Project workgroup will recruit members from additional community sectors and create a Youth Auxiliary Group. The grant activities will focus on educating and informing policy makers about binge drinking, mobilizing community residents, and increasing youth perceptions that binge drinking is harmful.

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State to Target Binge Drinking 3-3-3-3

Mono County

Mono County's SIG project will address the community need to change cultural norms that support binge drinking and the acceptance of alcohol use among community members and parents. Other major goals of this project are to increase collaboration among systems and implementing Responsible Beverage Server Training.

Orange County

Orange County will focus on binge drinking-related problems at two university-community sites: California State University at Fullerton (CSUF) and the University of California at Irvine (UCI). By combining two existing campus alcohol task forces into one community partnership, this grant will increase the capacity of the partnership and facilitate a comprehensive campus-community prevention effort.

Sacramento County

Sacramento County is working with four local prevention and educational agencies to implement its SIG project. Project Help, California State University, People Reaching Out and the Sacramento County of Education will work to engage the large community of Sacramento in making strategic environmental and policy changes to reduce alcohol related problems. Sacramento County plans to review several model programs to implement following the planning year, including Communities Mobilizing for Change on Alcohol, Challenging College Alcohol Abuse, and Community Trials Intervention to Reduce High-Risk Drinking.

San Diego County

San Diego County will utilize its network of regional community collaboratives to expand the current Underage Drinking Initiative to include youth and young adult binge drinking. San Diego County's location on the U.S./Mexico border presents a unique challenge with the drinking age in Mexico being 18. In addition, San Diego contains a young, transient population of military personnel and their families, as well as students that attend the 12 colleges and universities in the county. The County's Policy Panel on Youth Access to Alcohol, which provides strategic leadership of the initiative, will create two new sub-groups (Data and Cultural) to address the specific needs of all county youth aged 12 to 16 and young adults aged 18-25 through environmental prevention strategies.

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State to Target Binge Drinking 4-4-4-4

Santa Barbara County

The focus community for this project is the unincorporated community of Isla Vista (IV). This community includes a high number of students from the University of California, Santa Barbara and Santa Barbara City College, as well as a growing community of recently immigrated Spanish-speaking families. Community Partnership includes UCSB students, IV residents, law enforcement, property owners, business leaders, faith community and government agencies. The project will focus on reducing the primary problem of binge drinking and its secondary impacts by targeting residential party environments, promoting social host training, assisting landlords in the development of protective lease agreements, screening and referral of students and residents accessing emergency hospital services and organizing Latino families to assist in the enforcement of alcohol permits for local parks and recreation areas.

Santa Cruz County

Together for Youth/Unidos Para Nuestros Jovenes (TFY/UPNJ), a countywide collaborative of over a hundred local organizations will serve as the community partnership for Santa Cruz County's SIG project, which is entitled "Communities United to Reduce Binge Drinking" or CURB. This project will direct its efforts to address the unique binge drinking problems faced in Santa Cruz county, such as a tourist economy, an over concentration of alcohol outlets, and the presence of a University of California campus.

Sonoma County

The "Sonoma County SIG Community Partnership" will be working in three South Sonoma County communities: Rohnert Park, Cotati, and Petaluma to change norms, conditions and settings in the community, which affect the availability, promotion, sale, use and adverse consequences of binge drinking. The Community Partnership includes representation from local health systems as well as public safety and education in addition to Sonoma State.

Stanislaus County

The Stanislaus Prevention Project is supported by numerous organizations, including the Stanislaus County Advisory Board on Substance Abuse Programs, Modesto Junior College, California State University, Stanislaus, and the Center of Human Services, an organization that serves children and youth. The project will seek to increase

community knowledge and awareness of local binge drinking problems, as well as increase restrictions on alcohol availability.

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State to Target Binge Drinking
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Ventura County

The SIG project for Ventura County will develop a systems-level infrastructure to support a countywide Community Partnership model that will assist in data collection, conduct assessments, planning and implementation of evidence-based prevention efforts aimed at reducing problems related to underage and binge drinking among 15 to 25 year olds. The SIG Community Partnership will draw from grassroots groups and include individuals from businesses, the faith community, parents, education – including colleges and universities, as well as criminal justice, public safety, health and human services systems, elected officials and other government administrators.

For more information about the State Incentive Grant, log on to the ADP website at www.adp.ca.gov.